

Social Media

Cellular Evangelism

WhatsApp uses the Internet as an alternative to the SMS text messaging system.

WhatsApp Messenger is a freeware and cross-platform instant messaging service for smartphones.

The **Graphics Interchange Format**

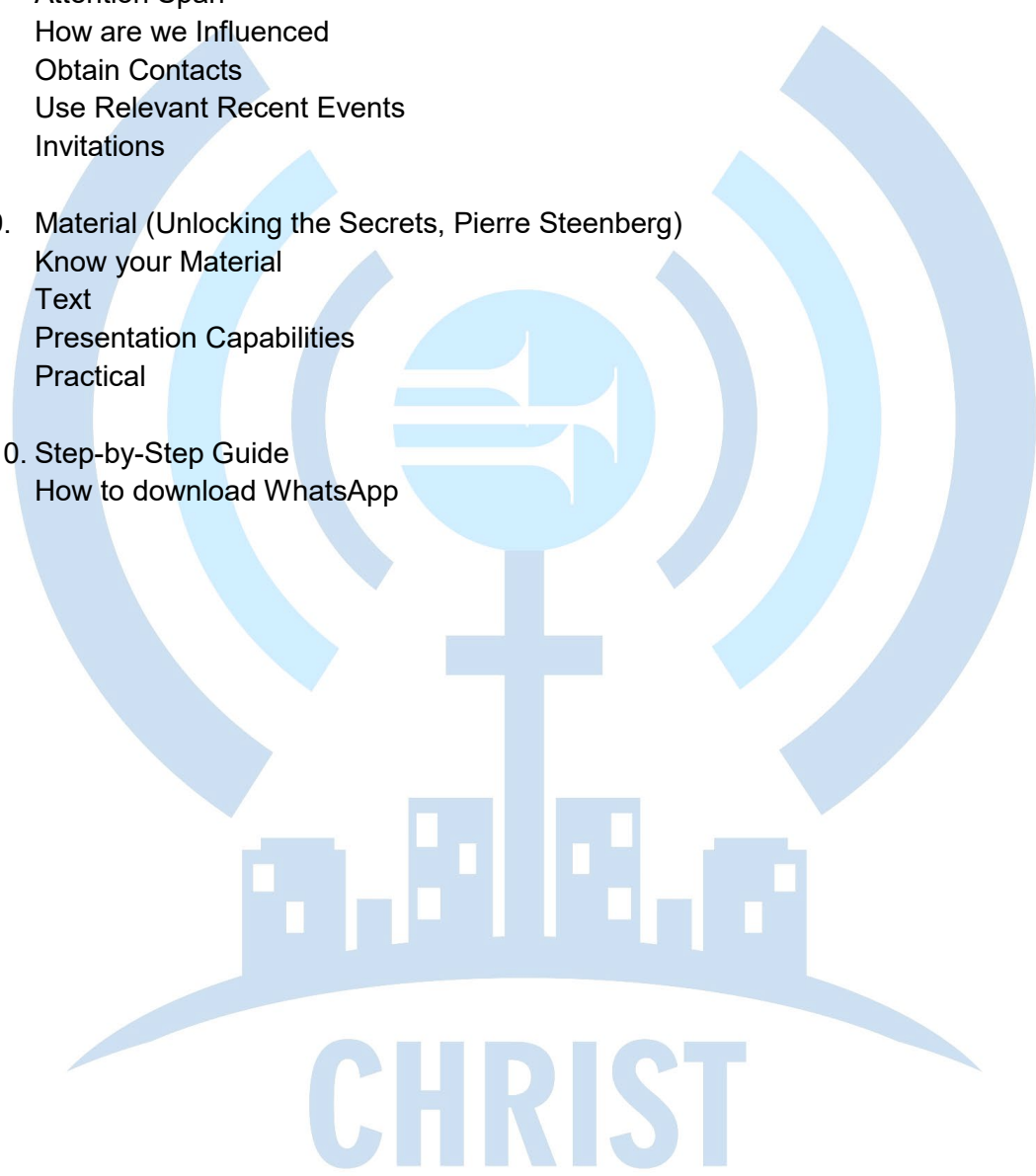
Viber is a free, cross-platform instant messaging and voice over IP (VoIP) application that was first developed and popularized by the Israeli company **Viber Media** that was bought by the Japanese multinational company Rakuten. ... As of December 2016, **Viber** had 800 million registered users.

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CHRIST



1. Why Evangelism

A. Why:

Acts 8:1-4

And Saul was consenting unto his death. And at that time there was a great persecution against the church which was at Jerusalem; and they were **all scattered abroad throughout the regions of Judaea and Samaria**, except the apostles.

And devout men carried Stephen to his burial, and made great lamentation over him.

AS for Saul, he made havock of the church, entering into every house, and haling men and women committed them to prison.

Therefore they that were scattered abroad went everywhere preaching the word.

“Not upon the ordained minister only rests the responsibility of going forth to fulfil this commission It is a fatal mistake to suppose that the work of soul-saving depends alone upon the ministry ... God will send forth into His vineyard many who have not been dedicated to the ministry by the laying on of hands.” Acts of the Apostles, 110

“The glad tidings of a risen Saviour were carried to the utmost bounds of the known world ... Hundreds proclaimed the message, ‘The kingdom of God is at hand.’ **They could not be restrained or intimidated by threatenings.** The Lord spoke through them; and wherever they went, the sick were healed, and the poor had the gospel preached unto them. **So mightily can God work when men give themselves up to the control of His Spirit.**” Christian Service, 254.

B. Challenge:

Revelation 14:6

And I saw another angel fly in the midst of heaven, having the **everlasting gospel to preach** unto them that dwell on the earth, **and to every nation, and kindred, and tongue, and people.**

a. The Modern Environment:

Social Media and the use thereof
Statistics available January 2017

Facebook (1.94 billion),

Facebook messenger (1 billion),

Chinese microblogging and messaging site QQ (877 million) and

WeChat (846 million),

Instagram (600 million),

Tumblr (550 million),

Twitter (317 million),

Snapchat (300 million),

Viber (800 million)

And then there area whole number of smaller applications.

In 2009 – only 8 years ago – WhatsApp, a service that amassed 400 million users in the first 4 years – made its appearance. This application grows with almost 1 million people per day. At present WhatsApp has 1,4 billion users.

An average of 42 billion messages are sent daily with this service.

South Africa is the leading consumer world-wide in terms of consumer percentage.

70% of all consumers use WhatsApp daily.

There are 1 billion groups on WhatsApp

WhatsApp demonstrates the power of “word of mouth”

Facebook changed the social media platform of the world and WhatsApp revolutionised the way in which we send messages, forward pictures and have electronic conversations.

WhatsApp holds the no.1 position on the list of applications that are downloaded from Google Play and Apple iTunes.

“Word of mouth” marketing is very often the most creditworthy advertisement – mainly because it is client driven and cannot be bought.

Our own research produced the following statistics:

3% of our test broadcasts are listened to while driving

15% listen in the morning

82% listen in the evening

100% of the listeners say that it changed their lives

100% of the listeners report a better relationship with Christ

57% resend the messages to an average of 4 people

More than 70% of the initial listeners remain tuned in.

Almost 15% are prepared to take decisions and to change lives

We will come back to this later.

b. The Message:

The message that we must proclaim must be **Present Truth!** We find it in the Three Angels' Messages in Revelation 14.

Revelation 14:7-12

Fear God and give glory to him; for the hour of his judgment is come; and **worship him that made heaven, and earth, and the sea, and the fountains of waters.**

And there followed another angel, saying: **Babylon is fallen, is fallen,** that great city, because she made all the nations drink of **the wine of the wrath of her fornication.**

And the third angel followed them, saying with a loud voice, If any man worship the beast and his image, and receive his mark in his forehead, or in his hand, the same

shall drink of the wine of the wrath of God, which is poured out without mixture into the cup of his indignation; and he shall be tormented with fire and brimstone in the presence of the holy angels, and in the presence of the Lamb:

And the smoke of their torment ascendeth up for ever and ever: and they have no rest day or night, who worship the beast and his image, and whosoever receiveth the mark of his name.

Here is the patience of the saints; here are they that keep the commandments of God, and the faith of Jesus.

c. What are we talking about:

Respect and Honour God

Glorify Him in your Way of Living – Health

Worship Him

Creation

Expose false teaching (baptism and justification by faith)

State of the Dead

Hell

Mark of the beast (prophecy)

Law and Covenant - Obedience

Prophetic Gift

C. Commission:

Our commission mandate is given to us in Matthew 28:19, 20. The word commission encompasses “to be trusted with,” “to be empowered to,” or “to be instructed to act” – “to be placed in active service of.”

Matthew 28:19, 20

Go ye therefore, and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost; teaching them to observe all things whatsoever I have commanded you: and lo, I am with you always, even unto the end of the world. Amen

“We are nearing the close of this earth’s history. We have before us a great work – **the closing work of giving the last warning message to a sinful world.** There are men who will be taken from the plow, from the vineyard, from various branches of work, and sent forth by the Lord to give this message to the world.” Evangelism, 48

“God will move upon men in humble positions **to declare the message of present truth.** Many such will be seen hastening hither and thither, constrained by the Spirit of God to give the light to those in darkness.” Testimonies, vol. 7, 26

D. Method

Christ’s method alone will give true success in reaching the people. The Saviour mingled with men as one who desired their good. He showed His sympathy for them, ministered to their needs, and won their confidence. Then He bade them, ‘Follow Me.’” Testimonies for the Church, Vol. 9, 116



2. Where to begin

This is probably one of the most difficult questions to be asked, because the starting point is very excursive and it depends on the eventual aim of the question, as to what manner the answer will be given. In this section it is our purpose to cover all the background administrative processes before we come to personal and congregational matters.

A. Setting up Support Network

Before we can even think of entering the social media platform it is necessary to put the following necessary structures in place. Remember that we reach a vast number of people and these people are not geographically limited to our immediate sphere of influence. We need to remember that there will be people that:

- Will almost immediately want to be involved in a church,
- Will have questions regarding a variety of subjects that do not have a direct bearing on your presentation,
- will need to receive support for actual physical problems, and
- will have a need to talk to you as the presenter.

Therefore begin with WhatsApp (Viber, We Chat – depending on which application is most frequently used in your country) groups started in your congregation that will address the following aspects:

- A congregation Group. Not for small talk or pretty pictures, but a group where you can have a Sabbath opening program, a Sabbath school pre-program, lesson studies, a Sabbath closure program, church service and prayer hour presented for members that live far away, or that are ill in bed, or for some reason or other just cannot attend church every week.
- An Evangelical Prayer group. This group's purpose is to unite members interested in evangelism and to ensure that they receive informal training regarding evangelism, specifically to pray for the course and the presenters as well as the church and any other special requests that might arise with regard to the activities of the evangelism team.
- A Study Group. This group will comprise at least two or three like-minded persons who will have the task of answering questions posed, both within church denomination as well as questions regarding a variety of subjects. These persons must have an extremely thorough knowledge of their Bibles and need to know how and when to answer questions that have to be in line with the presenter's way of thinking as well as being within the SDA doctrinal context.
- A Sabbath School study group. This group must help members – especially new members to study their lessons to ensure that they obtain the most blessing from this extremely important part of the SDA church. It is here where they will receive the proper grounding in the church.

If these groups function well the evangelism group will already have perfect practice and the congregation will be equipped to take the next step, i.e. to be able to begin with cell phone evangelism.

B. Practical

Concerning the practical aspect, the following is of special importance.

- With the necessary introspection and prayer decide to begin with a systematic lay evangelism cell phone outreach.
- Talk to your pastor and church council and ask for training that is available.
- Investigate all possible resources like your pastor, your Personal Ministering department of your Conference or Union and make sure that you have a good personal relationship with all the office bearers.
- Organise your team. Identify a couple of dedicated members that will accept responsibility and will agree to accepting instructions.
- Choose a broad category of persons that you wish to reach.
- Choose your impact – starting point to what you will be addressing.
- Start with training your team – Steps to Christ
- Have Bible studies – for one another. You will get to know the material and will learn how to use it to address various issues.
- Plan and set a date for your evangelism outreach.

C. Training of Support Network – Steps to Christ

John 8:31, 32

Then Jesus said to those Jews which believed on him, **if ye continue in my word, then are ye my disciples indeed;**
And ye **shall know the truth, and the truth shall make you free.**

“The great storehouse of truth is the word of God – the written word, the book of nature, the book of experience in God’s dealing with human life. Here are the treasures from which Christ’s workers are to draw. In the search after truth they are to depend upon God, ... the mysteries connected with God’s dealings with men, the depths of His wisdom and judgement as seen in human life – these are found to be a storehouse rich in treasure.” Christ’s Object Lessons, 125, 126

Here we have to deal with two categories of training. Firstly, it is necessary that you yourself obtain the necessary training. This will include the following.

- Prayer
- Evangelistic sermons, choice of subjects
- Sermons – structure, introduction, body and conclusion
- Style and delivery

- Variation in preaching
- How to make a call and to lead people to a decision
- Public performance, voice production, diction and projection
- Microphones and techniques
- Mixers and computers
- Studio software and editing
- CD burning – Writing.
- Social Media marketing

Secondly, it is necessary that you are responsible for your team's training which includes:

- Prayer – Two Sessions
- Bible Study – Character building (Plan of Redemption, Intercessory work of Christ, The Sanctuary, The Judgement, Practical Christianity, The Sabbath, Three Angels Message.
- Witnessing
- Social Media marketing
- Contact approach – Willing Participation Principle
- Monitoring your Contacts
- Spiritual Relationship with Contacts
- Questions that might arise – When to answer and when to remain silent
- Support
- Visits

D. Non-threatening - Invitation Basis

“Earnest, self-sacrificing men and women are needed, who go to God and with strong crying and tears plead for the souls that are on the brink of ruin.” Gospel Workers, 26

Let me tell you the story of **Murmansk church in Russia**. Murmansk lies north of the Arctic Circle. Next to the northern point of Finland. It is a small oil town, 9 months of the year it is winter. The residents are mostly men who work for a couple of months and then return home for a month.

There is a small SDA church – 22 members. But people moved away or died and eventually there were only 6 members, the pastor and his wife. 8 people. And they realised that something was very wrong – and they started praying. And they started reading the Bible. They prayed for the filling of the Holy Spirit and that He must use them. And then they realised that they have to be ready for when the Lord wanted to use them.

And thus they began with a very strange ritual. Every morning at 6 o'clock they went to the frozen lake, undressed down to their underpants and walked across the ice to a hole that they had made in the ice. Then while they were chopping the ice away that had formed in the night they prayed. Once the hole was open again they immersed one another in the icy water and once everyone had been immersed they

stood at the hole with their arms around each other and prayed to the Holy Spirit and asked that God would send people to them and that He would use them.

Why would they do such a thing? Well, praying we can understand, but why didn't they just pray at the pastor's home? Why at the lake and why the ritual?

For them it was a way to be justifiable. They said that they wanted God to know that if He did not want to wait until the short summer months to send people to them, then they would be ready to baptise people at any time. And for that they had to be fit to baptise!

80 people were baptised in the first year! Just think carefully – from 8 to 80!

They started other churches. 9 other churches and groups grew out of this group of 8 members. People that sincerely said – Lord we will wait upon You!

John 16:7, 8

“Nevertheless I tell you the truth; it is expedient for you that I go away; for if I go not away, the Comforter will not come unto you; but if I depart I will send him unto you. And when he is come, he will reprove the world of sin, and of righteousness, and of judgment;”

From the above I want to bring to your attention that firstly, there is no threat to the church member. Everybody can pray in the privacy of his inner room and pray this simple prayer – Father fill us with your Spirit and make us ready to invite people on social media and that we can receive them in our congregation.

But we can also see that when we invite people to receive the lessons on their cell phones that it also does not pose a threat to them. They can, without any pressure, listen to the lessons in the comfort and privacy of their own homes. They can listen repeatedly and be sure of what is said and can then look up in their own Bibles to make sure if it is really correct.

Lastly, I wish to emphasise – because everyone was invited to join the WhatsApp group out of their own free will, there is a certain positive taking part and connection that allows the participant to listen without possible intimidation from other participants that would normally be present in a public environment.

CHRIST
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3. Team

Luke 10:1, 9, 16, 17

After these things the Lord appointed other seventy also, and sent them two and two before his face into every city and place whither he himself would come. 9. And say unto them, The kingdom of God is come nigh unto you. 16. He that heareth you heareth me; and he that despiseth you despiseth me; and he that despiseth me despiseth him that sent me. 17. And the seventy returned again with joy, saying, Lord, even the devils are subject unto us through thy name.

A. Selection:

The choice of your team is extremely important. You do not need a large team, but you do need devoted, sincere people on whom you can depend. They do not need to be learned, or prestigious. Remember the Beatitudes.

What is important to remember is how you will go about your task and what you will need in terms of support. Our recommendation is that your team will be capable of handling the following:

- Social media marketing (This is how you will canvass possible candidates.)
- Interest coordinator (This is how you will administratively follow up and get to know your interests.)
- Researchers (these are the people who will help you assimilate information for preaching and also to answer questions.)
- Additional speaker (Should you become ill.)
- Answer person (That can help to answer incoming questions.)

You therefore, need a minimum of 5 persons, but it is better to get a team of 7 to 10 persons together. It is better to have at least 2 people on research and two to help with answering questions. And then it is good to have additional people that can help with administrative tasks.

Perhaps I must mention it here that you as presenter and leader must be prepared to work under tremendous pressure. With cell phone evangelism you will receive hordes of messages that you will have to answer or channel to the questions, research or administrative persons.

B. Qualifications:

There are only a few spiritual and a few physical qualifications that are absolutely essential:

a. Spiritual Qualifications

Humility, etc. (Beatitudes – The Sermon on the Mount)

Matthew 5:2-16

And **he** opened his mouth **and taught them saying:**

Blessed are the **poor in spirit**: for theirs is the kingdom of heaven.

Blessed are **they that mourn**: for they shall be comforted.

Blessed are **the meek**: for they shall inherit the earth.

Blessed are they which do **hunger and thirst after righteousness**; for they shall be filled.

Blessed are **the merciful**: for they shall obtain mercy.

Blessed are the **pure in heart**: for they shall see God.

Blessed are **the peacemakers**: for they shall be called the children of God.

Blessed are they **which are persecuted for righteousness' sake**: for theirs is the kingdom of heaven.

Blessed are ye, **when men shall revile you, and persecute you, and shall say all manner of evil against you falsely**, for my sake.

Rejoice, and be exceeding glad: for great is your reward in heaven: for so persecuted they the prophets which were before you.

You are the **salt of the earth**: but if the salt has lost its savour, wherewith shall it be salted? It is thenceforth good for nothing, but to be cast out, and to be trodden under foot of men.

Ye are the **light of the world**. A city that is set on a hill cannot be hid. Neither do men light a candle, and put it under a bushel, but on a candlestick; and it giveth light unto all that are in the house.

Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven.

b. Physical Qualifications:

Live in harmony with the will of God

Know your Bible

You must have a sincere soul-salvation and loving care for God's children!

Know how to preach successfully and to make an appeal

Faith, the courage to begin and the perseverance to continue

C. Positions

We have already referred to possible positions above. These names can differ, but they are the basic requirements.

Marketer – This person must work with you and your team to involve the broad spectrum of the social media on the internet to enable you to put together and build up your “audience”. This campaign must be short and concentrated. In other words the marketer must know what and where to launch his campaign to ensure the best results and in the shortest possible time. The reason for this is that you do not have people on groups that have to wait too long for the first lesson. A long waiting period leads to unnecessary frustration.

Researchers – These people must know how to do systematic Bible study to ensure that the information that you as presenter uses has been well researched and is absolutely correct. There is a lot of information on the internet, but it isn't necessarily correct. In fact,

most of it today seems to be rather suspect. Preferably the researchers should be well versed with their Bibles as well as the Spirit of Prophecy and how they should be used.

Question Answerers – make sure that these people are on the same wave-length as you and will answer questions in the same manner as you. This is of utmost importance.

Administration – There are many administrative opportunities that will require attention. Ascertain that the person can do the work and make sure that it all gets done. You don't want to find yourself in a position where your internet isn't working because the account hasn't been paid.

Interest Coordinator - the person is responsible for putting the names on the cell phone groups and as soon as is possible must obtain the email addresses to be used in an email distribution group to enable physical copies of lessons and other presentations to be made. This is absolutely necessary for follow-up work.

D. Training (Sermon on the Mount)

It is very important to use Matthew 5:2-16 here together with the book Thoughts from the Mount of Blessing. There is no better training available for your team. It builds character and teaches them to act correctly in all aspects.

Apart from the above it is also important to have a definite structure worked out that you can work through with your team in respect of:

- Questions that are received – how do we keep record of all questions and do we make sure that they are answered.
- Interests – in what form do we record the names and particulars and which particulars are important to us
- Administratively we will have to have a system in place to record our finances as well as giving a full account of expenditure, especially when using congregation funds.
- Research – also in respect of which additional material will be made available and when. How will we send it out (email, post, video, etc.)
- Answers – where do we record answers. The team needs to know how the question was answered and needs to give the same answer. Unanimity is necessary.
- When and how are they integrated into the congregation.

CHRIST
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4. Prayer Platform

A. Morning Session – What to include (Psalms)

My suggestion is to let your team pray together at 05h00 in the morning. The team doesn't need to come together, but each one can have this appointment in his own home in his own quiet place. This is important as the Bible give us the guideline that we are to be in prayer before the morning dawn and that the Lord waits upon us to lay our call for help before Him. Also be aware that together with our requests that are laid before Him, there is a time wait upon His word to us. In other words, it is a time to allow Him to speak to us through His word.

But it is also a time for us to praise Him with hymns of praise for His glory.

I therefore, suggest that you as team leader give a specific program to each team member where:

- Weekly Bible passages are included. The team member can peruse the section and reflect upon it every morning.
- Specific prayer requests with regard to the team and ministry are included.
- Praise and hymns are included.

As a team you will pray for the presenter, for the message, that the Holy Spirit will be with the presenter to present the Word accurately and that the listeners will receive it in their hearts and minds and that they are prepared to accept the message.

Psalm 5:2, 3

Hearken unto the voice of my cry, my King, and my God: for unto thee will I pray. My voice shalt thou hear **in the morning, O Lord; in the morning will I direct my prayer unto thee, and will look up.**

Psalm 119:147

I prevented the dawning of the morning, and cried: I hoped in thy word.

Psalm 57:7-9

My heart is fixed, O God, my heart is fixed; I will sing and give praise. Awake up, my glory; awake psaltery and harp; **I myself will awake early. I will praise thee, O Lord, among the people: I will sing unto thee among the nations.**

Isaiah 33:2

O LORD, be gracious unto us; **we have waited for thee: be thou their arm every morning,** our salvation also in the time of trouble.

B. Afternoon session – What to include

With reference to the Bible and that which we experience in our lives, we pray in the afternoon for prayer requests from the listeners. Especially in respect of those who are ill. It is usually when the evening comes along that illnesses become more prevalent, this is the

time of high fevers and when pain becomes more severe. And then the night is long before the break of dawn.

For these reasons this is the time to take these requests to God and to ask Him to, especially in the long night hours, to come close to those who are suffering.

Matthew 8:16

When the even was come, they brought unto him many that were possessed with devils; and he cast out the spirits with his word, and healed all that were sick:

Mark 1:32

And at even, when the sun did set, they brought unto him all that were diseased, and them that were possessed with devils.

Luke 4:40

Now when the sun was setting, all they that had any sick with divers diseases brought them unto him; and he laid his hands on every one of them, and healed them.

With regard to prayer, it is preferential to pray with simplicity. I personally like to keep to the model that Jesus taught us when He was on this earth. This means that it is best address our prayers to the Father. Jesus says that we have an open line to approach the Father directly. We therefore direct our prayer to Our Father who art in heaven.

And we are told to approach the Father through Jesus. In other words we close our prayer in the name of Jesus. Whatever we ask of the Father – whether it is in connection with the lessons, our presentation, the team, the message, or requests with regard to illness, assistance, etc. we ask in the name of Jesus, our Redeemer and Saviour.

We do not need to add frippery and ornament to our prayers. We do not impress our Father with all sorts of pretty ribbons and lace that we add to our prayers in trying to make them more acceptable to Him. This is our sincere conversation with our Father and Jesus. Keep it simple, direct and to the point.



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5. Presentation

It is important to note that our presentation must be clear and well structured.

Let's look to Jesus as our example with regards to presentation.

Luke 5:1-3

1 On one occasion, while the crowd was **pressing in on Him to hear the Word of God**, **He was standing by the lake of Gennesaret**, 2 and He saw two boats by the lake, but the fishermen had gone out of them and were washing their nets. 3 **Getting into one of the boats**, which was Simon's, **He asked him to put out a little from the land**. And He sat **down and taught the people from the boat**.

Here are a few very important lessons to learn.



If we look carefully at the photograph we will notice that initially, the land rises gradually but then more steeply as it nears the mountains. Jesus chose to sit in a boat and then sailed a little out into the lake in order to teach the pressing, demanding crowds. There are two important points to take into account here. The first is that the rising landscape and the mountains in the background formed a (1) **natural amphitheatre** which provides for good vocal resonance and carrying power. The second point is that water is a (2) **good carrier of sound**.

But Jesus also chose a “stage” for his narrative by taking a boat and placing a little distance between Himself and the crowd by moving away from the shore.

Now there is a (3) **natural stage** and (4) **a natural, beautiful background** from which His voice would carry well and be clearly heard by the audience.

We must take into consideration these important points when choosing a place from where we wish to make our presentations. Certain rooms / areas are better than others when it comes to sound resonance, and we must be aware of how sound will react within these spaces so that we can make sure that our presentation is clearly heard without distortion or dampening.

Let's look at another example:

Matthew 5:1, 2

1 And when He **saw the crowds**, He **went up on the mountain**, and when He sat down, His disciples came to Him. 2 And He **opened His mouth and taught them**, saying....

The exact place of the Sermon on the Mount is not known, but the traditional place is nearby Tabgha, Capernaum and Gennesaret. What is important in this piece is that Jesus did nearly exactly the opposite of what He had done at the lake of Gennesaret. He realises here that if He climbs the mountain there will once again be space for the crowds and that He will be seen and heard by everyone present. In other words, He had height, so that He could look over the crowd and see them well. He would also be able to speak over the crowd. This meant that His voice would carry better and further because the sound would not be hit against the bodies of those nearest him and be absorbed.

So here, once again, He had a good (1) **natural stage**, (2) **a natural, beautiful background** (3) **a natural amphitheatre** and this ensured that (4) **the sound of His voice would resonate naturally outwards**. Here He had good projection. And the audience could once again clearly and easily hear what He was saying.

Today, we work with electronic systems that facilitate certain of these requirements, but we must always take the basic points into account when we decide on a place of outreach. Let's look at some of these facilitators, at what the basic needs are and how we can best make use them.

A. Computer

You can use basically any computer. There are two types of computers – laptops and desktops. The fixed system computer is usually faster and has more ports for you to do more with, but it is limiting because you cannot carry it around easily.

The most important thing for you is that you use the fastest, most portable computer that you can afford, but begin with the one which you already have. If you are going to purchase one then we recommend that you use an Apple MacBook Pro.

B. DAW/Audio Interface Combo



The **DAW** (Digital Audio Workstation) is the software used for making recordings, for editing and for putting a production together on your computer.

The **Audio Interface** is the hardware which is used to connect the rest of your equipment to your computer.

The system that we recommend is the Presonus. It is inexpensive and extremely effective.

C. Microphone

It is important to know that there are basically two all-inclusive categories in studio type microphones. They are:

- Condenser microphone



- Dynamic microphone



For our purposes, I will highlight a couple of points here.

Condenser microphones work better with high frequency sounds.

Dynamic microphones have heavier diaphragms and this means that enough 'voltage' is generated by the microphone so that the need for an external power supply is eliminated. This is why this type of microphone is also known as a '**passive**' microphone. Condenser microphones which are '**active**', require '**phantom power**' in order to increase their weaker 'voltage'. This is however, not a disadvantage - with 'phantom power' a condenser microphone can reach a **higher 'gain'** and thus can record softer sounds

Dynamic microphones with their stronger design and tougher, heavier diaphragms are therefore more robust and should last longer. If you let a dynamic microphone fall it should survive, whereas if you let a condenser microphone fall it will break.

Dynamic microphones have still another advantage. They allow higher 'gain' to increase so that **ring sounds do not occur**. For these two reasons the dynamic microphone is better suited for travelling purposes.

There are nine sub-category microphones which we should know about:

1. Large Diaphragm Condenser Microphone
2. Small Diaphragm Condenser Microphone
3. Dynamic Microphone
4. Bass Microphone
5. Ribbon Microphone
6. Multi-Pattern Microphone
7. USB Microphone



8. Boundary Microphone



You use this type of microphone on a table, floor or against a wall.

9. Shotgun Microphone

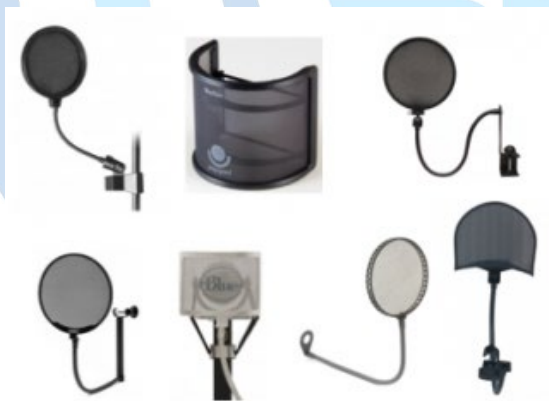
D. Monitors

What you basically require is a set of loudspeakers which you can use to listen to your recordings, and especially when you are putting a production together to make sure that everything is nice and correctly placed; or you can make use of a very good set of earphones that will serve the same purpose. Earphones are very private however, and if you require help from someone with mixing and / or putting together of your program then earphones are not the best choice to make.

Other Equipment

You will require a microphone stand or holder, and your choice will be between a desk mounted stander or a normal floor stand. The one is as good as the other. If your choice of microphone is the condenser type, then my recommendation is that you do make use of a desk mounted holder, seeing as your chances of bumping the microphone and damaging it are decreased by using this one.

Filters



The variety is large and their aim is basically to clarify the plosive vocals such as 'p', and 'b' for recording. In other words, the air that is exhaled along with the plosive sounds needs to be broken before it reaches the diaphragm of the microphone. These are not absolutely necessary, but they are relatively cheap and very effective.

The Windsock that is normally packed along with the microphone is sufficient for this purpose and you don't actually need to look further than this device. There are other types of deflectors available – they are made up of a double layer of very fine nylon or a metal form which is sufficient to deflect the air.

E. Surrounding

It is very important to know that rooms / halls are closed areas and that sound waves will move around in this space. When a sound is made within this space, the following occurs:

- It begins at the source (speaker) and **projects** outwards in all directions.

- A small portion of these waves (known as direct sound) move in a straight line towards the microphone.
- The extra sound waves (known as deflected sound) bounce / hop through the air between the various surfaces in the room / area.
- Seconds later some of the deflected soundwaves will accidentally reach the microphone.

What happens is that all sounds within this area will act as described above. In other words, the sounds made by a cough, a falling item, people speaking, feet shuffling and movement of doors etc. – all have a source and these sound waves will pass through the room / area and eventually at one or other time will arrive at the microphone.

F. Filler Words

In terms of presentation it is not only important to understand the workings of your equipment and how it reacts to sounds, but it is also very important to be aware of your own habits during presentations that could be irritating or which could disturb your listeners.

To prevent this it is really necessary to listen critically to your own presentations, and also to ask your friends to help by listening and giving you honest and objective advice; and to point out to you anything which needs working on.

One of these habits is known as Filler Words. These are words, phrases or vocals which you habitually use but are unnecessary. Sometime they are words which are colloquialisms or based on words which are used in your community. Other times they may be words which you have heard used by others. Here are a few examples:

As it were; as a matter of fact; lets see now; on the hour; before the hour of; uhm; great; now then; so; etc.

Try and eradicate these habits or cut them to the minimum.

G. Talking down or talking up.

The first and most common is 'talking down' and is the worse of these two habits. Basically, it comes down to the fact that the listener is given the idea that he/she is below your intelligence level and that he/she should actually know what you are talking about. Words that carry this idea over are "naturally", 'as you know' and "as a matter of fact."

All these words carry over an inherent, negative message – watch out against the use of this type of wording.

Make it your habit to prepare your message so that its message will suit the average 12 year old listener. This is simple enough for the general listener to

hear and understand without them thinking that you underestimate their intelligence level, but at the same time let it be of a standard that will not bore the more perceptive audience.



6. Music

In Charles Wesley's hymnal we find the following perceptive instructions:

"Sing all. Join with the congregation as frequently as you can. Let not weakness or weariness hinder you. Sing lustily and with good courage. Above all, sing spiritually. Have an eye to God in every word you sing. Aim at pleasing Him more than yourself ... so shall your singing be such as the Lord will approve of." Elder's Digest, January/March 2017, Great Hymns of the Church, bl. 9. Article written by Rex D. Edwards.

The above quote serves as a perfect example of our holy calling as believers, our responsibility to serve the Lord and to reflect our faith in song. All that we do, say and think must be to His honour – nothing should degrade our witness or take our attention away from Him. Our music / worship lifestyle should be of a standard that is grounded on the Word of God and found to be acceptable by and filled with the presence of the Holy Spirit.

Music was created as a form of worshipping God. All music is worship: but after the entrance of sin it became either Godly in Spirit and in Truth, or demonic and destructive. As believers we must be aware of our choices in music.

1 Corinthians 10:31

"...do all to the glory of God..."

Don Hustad writes: "Church music should be functional art – judged by whether or not it fulfils ... a worthy function ... not an end in itself ... it is an art brought to the cross, and art which is dedicated to the service of God and the edifying of the church."

There is thus a definite, foundational choice which we bring to God through worship.

We choose Him above all things
We bring Him our best.

Our music and speech must be focused in order to:

- Point to Jesus and Jesus alone
- Prepare peoples' hearts and thoughts to receive the Word of God.
- Remove / replace any distractions / diversions.
- Our lives must be in line with the Gospel message.
- It must create order and be done with order.

The same vocal mechanisms are true for song and speech

- Voice / vocal development (phonation)

- Respiratory apparatus
- Projection or Resonance
- Diction or Articulation

- Development of Voice

Psalms 50:23

The one, who offers thanksgiving as his sacrifice, glorifies Me. (ESV)

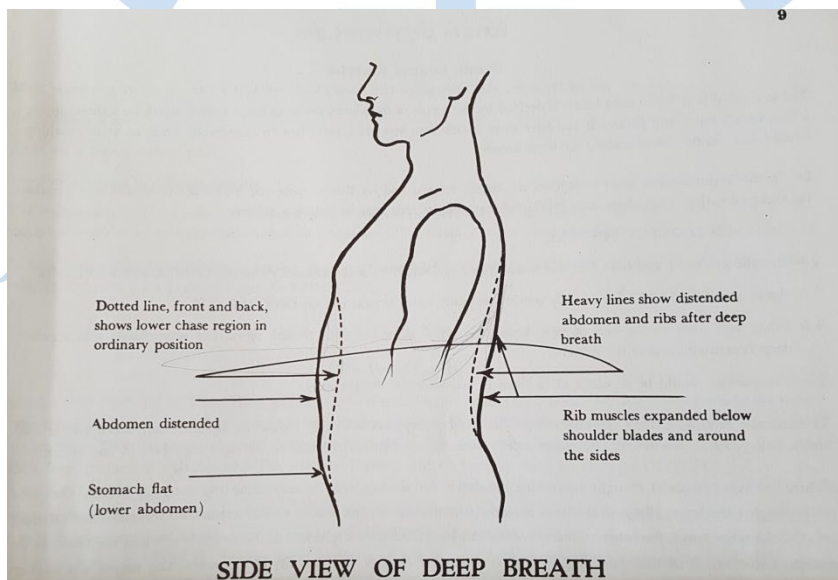
The development of vocal sound is based on the co-ordinated function of breathing, phonation, resonance and the articulation apparatus of the individual.

- Respiratory Apparatus

Good posture: Good posture is important for correct respiration. Remember – shoulders back, chest slightly forward. Try standing with your back against a wall, the back of your heels, your hips and shoulders touching the wall slightly. Step away from the wall and maintain this posture.

Correct respiration: The amount of oxygen required will determine whether you breathe through your nose or your mouth. Expiration is also applicable.

Breathing control: This is the breathing in of the appropriate amount of air which is required for the phrase – whether short or long – and how to breathe in deeply without causing tension on the larynx. This includes a knowledge of the amount of air which needs to be breathed out – or expired, and the control thereof, during a phrase.

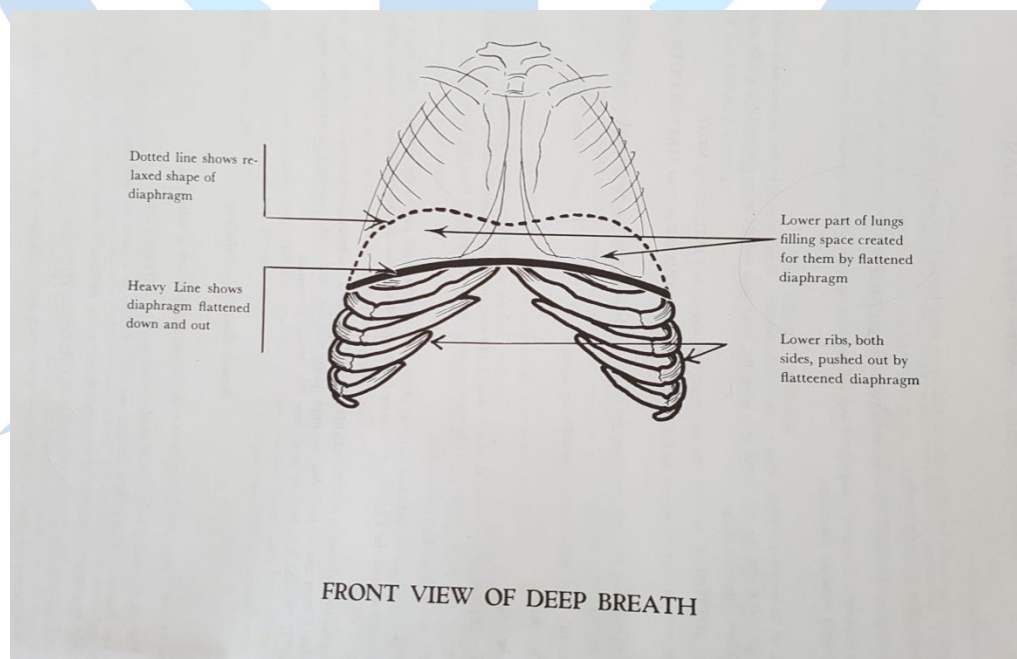


Respiratory System

- The chest
- Lungs
- Diaphragm
- Lower ribs
- Muscles controlling the lower chest and upper abdomen

During speech and song we breathe in deeply, while the chest remains raised and without movement. Respiration is the control of inspiration, which is then slowly and steadily released through expiration. This is controlled by the diaphragm, and the muscles which control the lower ribs and abdomen.

- The muscles maintain a steady inward pressure
- This places pressure on the air in the lungs.
- The chest relaxes and lowers during expiration.
- This is called vocal support.



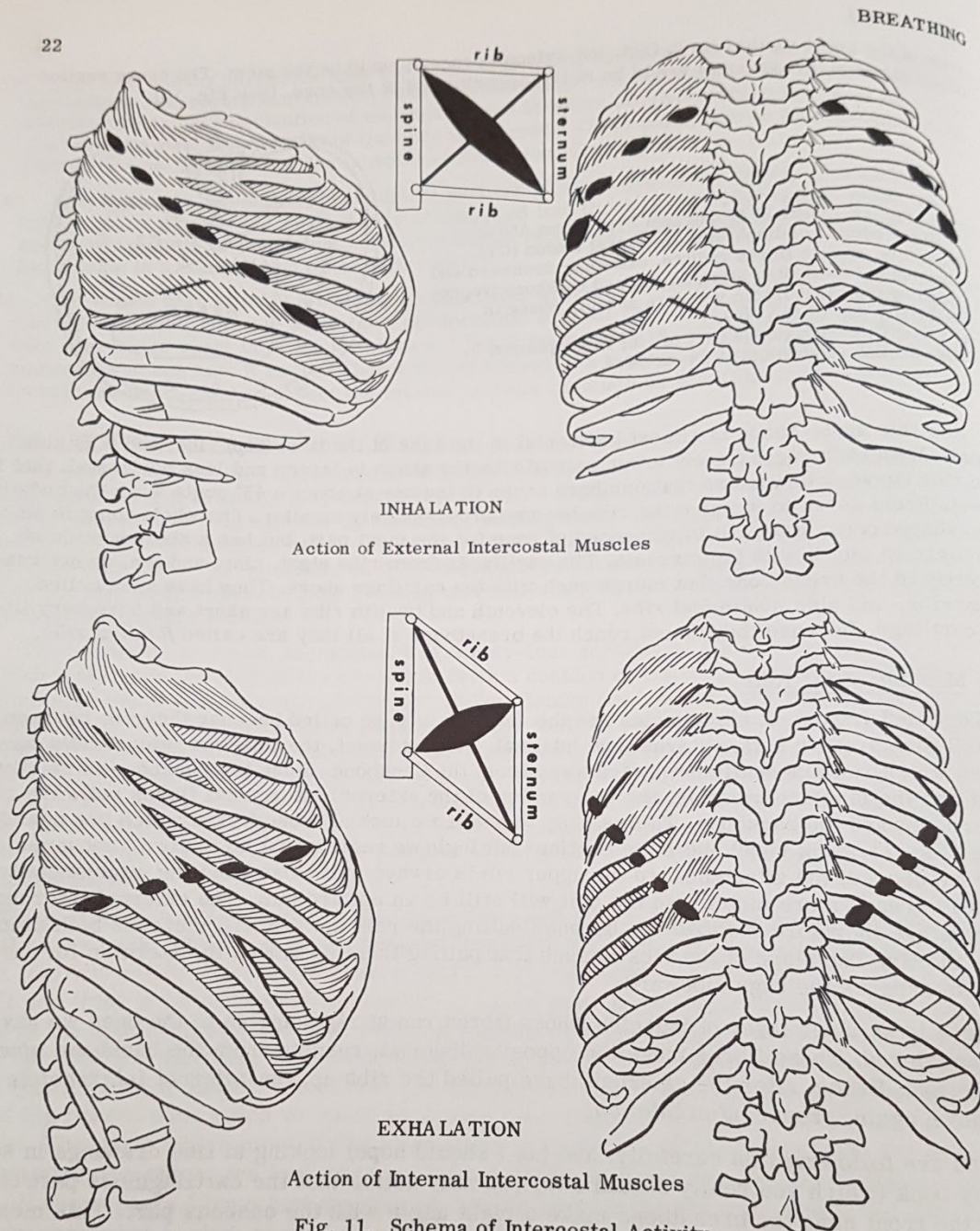


Fig. 11. Schema of Intercostal Activity
Left: Side view. Right: Back view.

Intercostal muscles are shown semi-realistically by lines running in direction of respective fibres. Muscle-fibres are indicated only between upper nine or ten ribs, and external fibres shown only between upper ribs so that internal fibres may appear between lower ribs. Small muscles shown in back view extending from transverse processes to ribs: Levatores costarum. Any intercostal muscle-fibre may be considered a link in a chain connecting ribs with spine. Chains of contracting fibres are shown schematically as thickened black lozenges. Chains of relaxing fibres are shown as thin black lines. Compare length of contracted chains with corresponding drawings of them when relaxed. Principle is oversimplified in two small diagrams between drawings of ribs.

Exercises for Breathing Control

- Stand with the correct erect posture.
- Breathe in deeply – wait for the lower chest to expand - (the external intercostal muscles work during inspiration) – not the stomach.
- Try and recite the alphabet as many times as possible during the same breath.
- When you become breathless, don't let your chest drop, but immediately take another breath and repeat the recitation process. By doing this you exercise the internal intercostal muscles that make breathing possible.
- Breathe deeply
- Breathe out on the S – consonant.
- Repeat on the F-consonant – until you are out of breath.
- Now, inspire deeply and breathe out while repeating - S-F – until out of breath. Remember not to let your chest drop, and that your diaphragm works compliant with your respiration.
- Another simple exercise is to lie flat on your back on a hard surface. Take a heavy book or books and place them on your abdomen near to your ribs. When you breathe in the books should rise and when you breathe out the books should lower.

C. Diction

Good and clear diction is of utmost importance to singers and speakers.

Clear pronunciation of the five vowels and an open, relaxed jaw while speaking will facilitate clear vocal articulation.

- The five vowels – A, E, I, O and U – preserve the health and position of the vocal cords. Speak the 5 vowels aloud while using good breathing methods.
- Consonants are normally easier to speak, but be careful that the tongue does not press against the top teeth while articulating the L, N, T, and S sounds.
- Consciously allow your throat to relax and be especially aware to relax your lower jaw as well.
- Focus on appropriate breathing.
- Practice controlled respiration.

D. Projection or Resonance System.

All musical instruments have a sound production mechanism or resonance system. The same concept is applicable to singers and speakers – we are born with a resonance system that we can adjust by increasing or decreasing the amount of air it contains. This is how we create and clarify the tonal quality of the voice.

We think of a stone that is thrown into a dam of water, and how it produces a concentric motion of wavelets that move outwards. This ripple effect is similar to that

which happens when we sing or speak. The vocal sound waves are just much faster and shorter.

If you place your hand in the water, the waves will stop. The same is applicable to soundwaves. Where there is an obstruction or narrowing the soundwaves are funnelled and dampened. It is therefore important to **keep the resonators open and free**, so that a clear, audible vocal tone can be produced. This is also important with regards to the **carrying or projection of the voice**.

Let's try and put this more clearly. The vocal soundwaves are allowed to move freely outwards. Air / breath is the carrier that moves the soundwaves outwards. These soundwaves that are carried/moved by the breath are borne along in a regulated, controlled fashion outwards, and it is the air-streaming mechanism of the speaker / singer that controls this movement. If carried out as described here, then the voice has resonance. **We speak of resonance as projection.**

Let's look at how we can allow the free outward movement of sound. We can also use the term resonance – what is it?

Primary Resonators

Pharynx – soft part at back of throat

Trachea – 'windpipe' – from back of throat to lungs

Bronchia – airways in the lungs

Secondary Resonators

Mouth

Nose

Sinus cavities

Upper Chest

Skeleton

Let's look at what can be done to exercise these systems.

The following can be done to exercise the primary resonators. Open your mouth in a relaxed way and –

- Breathe through your nose
- The soft palate will rise and the nasal channels will open
- Now, using correct, controlled respiration, vocalise all 5 vowels clearly. Controlled relaxation of all the muscles controlling the face, mouth, lips and tongue will help to project a clear, well resonated and articulated voice.

“The talent of speech is to be carefully studied and carefully guarded. This is the most important branch of education, but one which is sadly neglected in all our associations. The power to communicate to our associates may be a great blessing or a great curse.” MS 77, 1897

Additional information is obtainable from the following sources:

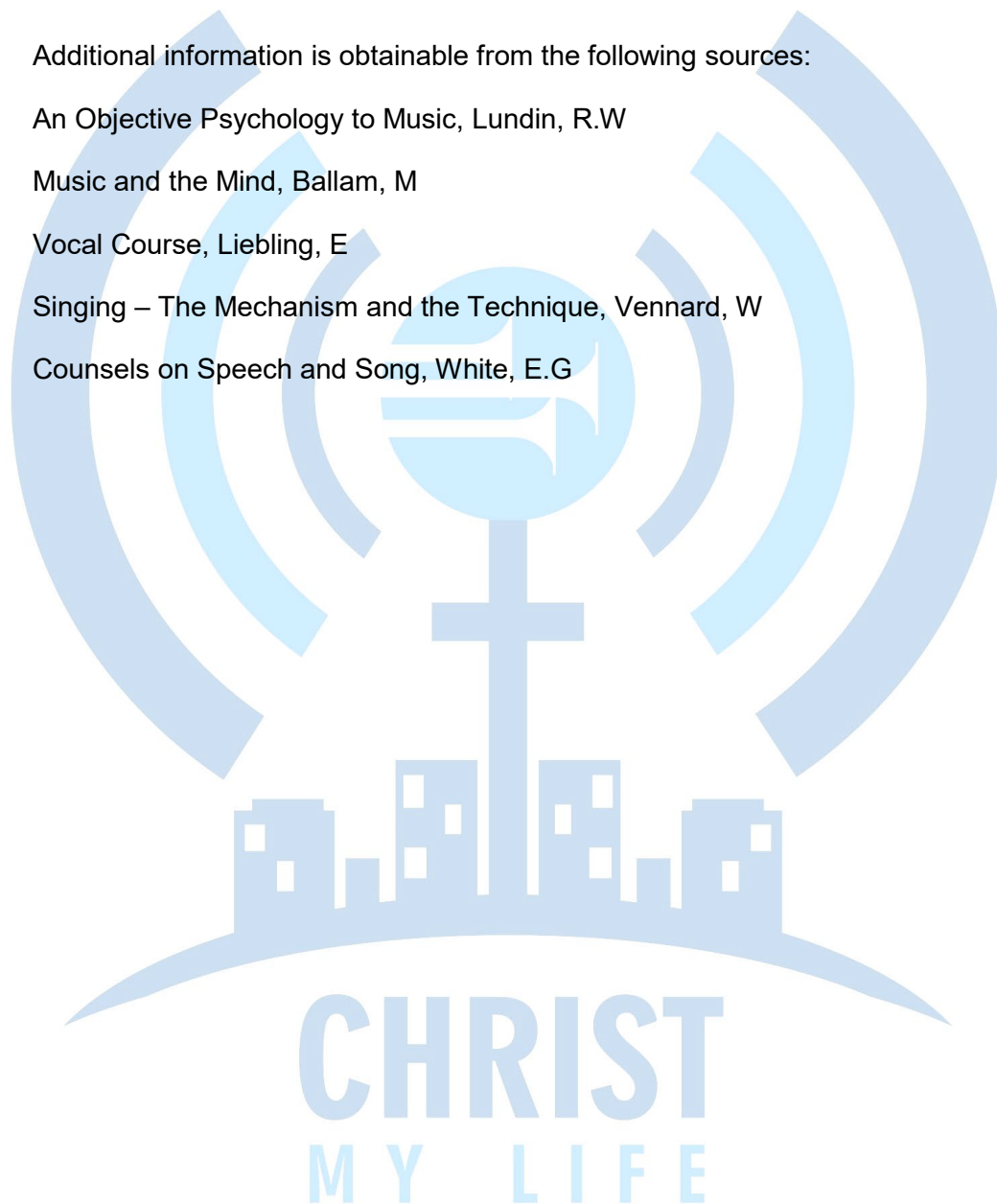
An Objective Psychology to Music, Lundin, R.W

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Counsels on Speech and Song, White, E.G



7. Social Media (The Woman at the Well)

John 4:6-29

6. Jacob's well was there; so Jesus, wearied as He was from His journey, was sitting beside the well. It was about the sixth hour. 7 A woman from Samaria came to draw water. Jesus said to her, "Give me a drink". 8 (For His disciples had gone away into the city to buy food.) 9 The Samaritan woman said to Him, "How is it that you, a Jew, ask for a drink from me, a woman of Samaria?" (For Jews had no dealings with the Samaritans.) 10 Jesus answered her, "If you knew the gift of God, and who it is who is saying to you, 'Give Me a drink', you would have asked Him, and He would have given you living water." 11 The woman said to Him, "Sir, you have nothing to draw water with, and the well is deep. Where do you get that living water? 12 Are you greater than our father Jacob? He gave us the well and drank from it himself, as did his sons and his livestock." 13 Jesus said to her, "Everyone who drinks from this well will be thirsty again. 14 But whosoever drinks of the water that I will give him will never be thirsty again. The water that I will give him will become in him a spring of water welling up to eternal life." 15 The woman said to Him, "Sir, give me this water, so that I will not be thirsty or have to come here to draw water." 16 Jesus said to her, "Go, call your husband, and come here." 17 The woman answered him, "I have no husband." Jesus said to her, "You are right in saying, 'I have no husband,' for you have five husbands, and the one you now have is not your husband. What you have said is true." 19 The woman said to Him, "Sir, I perceive you are a prophet. 20 Our fathers worshiped on this mountain, but you say that in Jerusalem is the place where people ought to worship." 21 Jesus said to her, "Woman, believe Me, the hour is coming when neither on this mountain nor in Jerusalem will you worship the Father. 22 You worship what you do not know; we worship what we know, for salvation is from the Jews. 23 But the hour is coming, and is now here, when the true worshipers will worship the Father in spirit and truth, for the Father is seeking such people to worship him. 24 God is spirit, and those who worship Him must worship in spirit and truth." 25 The woman said to Him, "I know that the Messiah is coming (He who is called Christ). When He comes, He will tell us all things." 26 Jesus said to her, "I who speak to you am He." 27 Just then the disciples returned. They marvelled that He was talking with a woman, but no one said, "What do you seek?" or, "Why are You talking with her?" 28 So the woman left her water jar and went away into town and said to the people, 29 "Come, see a man who told me all that I ever did. Can this be the Christ?"

In this event we can find elements intrinsic to the social media interaction of today. There is an unsought after meeting (a friend request from someone that you don't necessarily know); there is preliminary inconsequential communication and then the development to a deeper level that addresses questions of depth and intent. This usually happens within a relatively short time period – essentially within an hour or two.

Notable is this, that through leading the conversation carefully, the other person can experience growth to such an extent that he/she can come to deeper insights of themselves, as well as being led to Christ at the same time.

We will now discuss social media:

A. What is Available

We have already pointed to various platforms that are very good in themselves. To name them again – WhatsApp, Viber, Google groups, Hangouts and WeChat.

Our experiential opinion is that WhatsApp provides the best opportunity as a seamless and relevant platform for “smartphone” evangelism,

And there are various interesting facilities available that make this ideal for evangelism. (Remember the research done [in following chapter] in regards to short attention span, bombardment of advertising, etc.) Users make use of this platform mainly because here they are not bombarded with advertisements. They seek interpersonal relations – communication with people who are important in their lives!

B. Best Options

One of the most important options available are **Chat Groups**. These groups can be set up and each Chat group can include 256 members. There are no restrictions to the amount of groups. In other words, a person can literally build up an audience of thousands of people through using a few groups which are each made up of 256 individuals. The amazing thing about this facility is that one is involved in an open and active audience. Potentially, each one of the group shares this message with other persons in their own groups. In our experience, the messages are shared on average with four other persons. This means that with an initial audience of 1000 persons, you can reach 4000 people / groups and this growth is exponential as others share the message. In our experience, we have received responses from 5th levels of sharing.

The individuals within the groups remain – and listen throughout, because they are not negatively influenced by pressure groups or persons that are present in public audiences.

Because most people have the opportunity to listen to the messages in the privacy of their own space, they are able to form their own decisions. This is why we do not get the same fallout rate in listeners as is found during the usual public outreach programs.

Members of the Chat Groups can also choose to put their question privately to the presenter or place it on the public Chat group forum. We prefer the private system of placing question directly to the presenter and place strong control measures on the group. Unnecessary posting are strongly prohibited. In this manner we respect each group members’ privacy, space and data usage. On the whole, people do prefer to ask questions privately – it prevents their private thoughts from being exposed to a strange group of persons. It is amazing how quickly a sense of trust is formed within this milieu and how quickly people will ask very personal questions. It is clear that

people are too self-conscious to use the normal options open to placing questions and discussing personal problems.

The second option that we recommend is the **Broadcast** platform. The groups still are made up of 256 persons, but the group members are not aware of each other. The message arrives as if it is a personal message sent from the group leader to that person alone. There are a few advantages to this option – there is no disturbance or interruption that can take place with other groups' methods. For the professional person this is an especially good method, because they are not disturbed for example in operating theatre or court, for instance, by the sound of incoming messages. All communication from the receiver is returned to the sender only. There is therefore no chance of the lessons being disturbed by trouble makers or chancers. The greatest recommendation is that the sender knows exactly to whom they are sending their messages. Strangers cannot join the group by clicking on a link. On Broadcast Lists the receiver must send his own name and telephone number to the group leader and the leader then adds this information to his Broadcast list.

The disadvantage to this is that the sender / group leader must first save this information to his phone before those persons can receive the messages.

The information and messages are storable and can be saved to iCloud or to an equivalent platform on a weekly basis. Android users can choose Chat Backup and then store their information on Google drive.

The other wonderful possibility of WhatsApp is that it puts you as the sender in a position to easily manage follow-up work. This is done by using the telephone function. In other words, you can get in personal contact with the listener, who has advised you of their decision, and then carry on with the follow up work on a more personal level.

This platform is also available on your computer. And we recommend that you definitely use this option. It facilitates to a great degree the posting of your messages. The greatest advantage is that it allows you to record long messages after which you are able to divide them up into smaller data bundles that are easier and quicker to send. **The computer option ensures that there is no upset in the order of the bundles being sent. This is very important!**

It is also possible to send documents via WhatsApp. These documents are the support material which you send to the recipient once they have heard the voice message. In this way the message content is re-iterated and strengthened and made available as reference material to the listener.

C. GIF's

This acronym basically stands for **G**raphic **I**nterchange **F**ormat. It makes it possible for us to compress graphic pictures and video's, in order to shorten the sending time and to decrease data usage.

This is basically the new message format. You need no longer send only static pictures. These are short bites of graphic material. You can place texts above photos and in so doing you sending active graphics. This makes your presentation more relevant and interesting and helps to focus the attention of the group member on a specific point.



8. Marketing (Triumphant Entry / Insurgence)

Matthew 21:1 – 11

1 Now when they drew near to Jerusalem and came to Bethphage, to the Mount of Olives, then **Jesus sent two disciples**, 2 saying to them, “Go into the village in front of you, and immediately **you will find a donkey tied, and a colt with her**. Untie them and bring them to me. 3 if anyone says anything to you, you shall say, ‘The Lord needs them,’ and he will send them at once.” 4 This took place to **fulfil what was spoken** by the prophet, saying,

5 “Say to the daughter of Zion,

Behold, your king is coming to you, humble, and mounted on a donkey, on a colt, the foal of a beast of burden.’ “

6 The disciples went and did as Jesus had directed them. 7 They brought the donkey and the colt and **put on them their cloaks**, and he sat on them. 8 Most of the crowd **spread their cloaks on the road**, and others cut **branches** from the trees and **spread them on the road**. 9 And the crowds that went before Him and that followed Him were shouting, “**Hosanna to the Son of David!** Blessed is He who comes in the name of the Lord! Hosanna in the highest!” 10 And when He **entered Jerusalem**, the **whole city was stirred up**, saying, “Who is this?” 11 And the crowds said, “**This is the prophet Jesus, from Nazareth of Galilee.**”

Here we have one of the best marketing campaigns in the history of mankind. Jesus knew that He had a fixed date on His calendar for His death on Golgotha – 14 Nisan, 3 o'clock the afternoon of 31 B.C. And humanity had needs be made well aware of this happening!

And here He made use of the popular opinion of the people to ensure that they would remember this historical event forever. The nation's expectations were that they would receive a Messiah who would release them from the yoke of Roman authority and who would break the power of that Empire and remove it far from them. A Messiah who would set up an earthly kingdom whose headquarters would be in Jerusalem; and that they, the Jewish nation, would reign over all the nations of the earth.

It was this mentality that Jesus allowed and made use of for His triumphal entry into Jerusalem – the recognition by the masses of Him as their chosen King. And the timing was absolute and perfectly chosen - because it was the time of the Passover, one of the Jewish feasts in which all men and boys over the age of 12 years had to be present in Jerusalem.

The detail is important – He takes a donkey, the animal upon which all kings rode; He allowed the disciples and the people to spread their garments on the road before Him as a sign of recognition and honour; He allowed palm branches to be strewn before Him on the road, and as the procession advanced, the expectation of the crowds grew stronger and greater until the crowd had swelled to such an extent that we are told that the whole of Jerusalem was in an uproar!

Everyone now knew!!

In order to have people listen eagerly to our message, we must also make use of the circumstances surrounding us so that our message can be carried over with the greatest impact. It is not a very easy thing to accomplish

D. Flooded with Messages

We are daily flooded with marketing messages. Production and advertising companies battle to draw our attention to their products.

At the moment we see/hear/read an average of 900 messages per day with regard to advertising. We are bombarded from every side with messages that demand our attention. Media houses try various ways of gaining and holding our attention. And our natural reaction is to filter the messages out.

E. Relaxed System Programming

One method of marketing which works very well is television, and the producers of programs quickly realised that they had an exceptional piece of equipment by which to manipulate people. Their greatest and most successful method is the System for Relaxed Programming.

People want to relax, and their chosen method of relaxation is overwhelmingly to go and sit in front of the TV after work. This 'programming' ensures that that is where they will remain sitting. The programme is set up to basically ensure that the viewer is rendered unproductive. It is very interesting to carry out a few simple experiments in order to see how that TV viewing breaks down peoples' ability to behave and react normally.

Here are a few interesting snippets to remember: TV viewing –

- Introduces the attention deficit syndrome / or shorter attention span.
- a 20 second TV commercial – 7 screen changes
- Reality cannot keep pace with the expectations that are created.
- Result is the creation of Boredom and Unrealistic Expectations.

F. NLP

This stands for Neuro Linguistic Programming

This basically works on the principle of hypnosis and we need to remember that all forms of hypnosis are actually self hypnosis. Sometimes a facilitator is present (hypnotist) but it is more often a case of self hypnosis. Hypnosis works by getting a person to concentrate on one specific point within their field of vision. This visual point is often a gyrating piece of money or a flickering point of light. The flickering point of light which is focused on causes the brain to switch off the frontal lobe, where all rational thought takes place; and the person is then influenced through external factors that are implanted in their brain.

NLP understand this principle very well, and realise that television and other lights are basically all flickering lights. These have the advantage in that people automatically focus on them (watching TV). A viewer thus goes into an automatic

condition of self hypnosis. All that now is needed, is by very clever use of language, to implant images into the brain which will convince persons to do something, such as to go and buy a certain product that you have absolutely no need of, but that will now convince you, you cannot live without.

Words are therefore of the utmost importance. The text of your message must be carefully thought out and its meaning be very clear.

a. Attention Span

How long are you able to focus on a task before losing your concentration? Your attention span can have a great impact as to where you are going to spend eternity – one moment of non-concentration can cause you make the wrong decisions, or even something worse than that.

| | |
|--|--------------|
| Average attention span in 2015 | 8.25 seconds |
| Average attention span in 2000 | 12 seconds |
| Average attention span of a goldfish | 9 seconds |
| Average watching time of an Internet video | 2.7 seconds |

Only 4% who search on the internet remain longer than 10 minute on a page.
49% web pages have 111 words or less on a page.
28% of websites have on average 593 words that are actually read.

It is within this reality that we must proclaim our message. Therefore, our messages must be clearly formulated and presented so that we do not only send them, **but so that we can capture and keep the attention of the listener at the same time.**

b. How are we Influenced.

We have to be aware of the fact that we are influenced by a mass of external factors. Following are a few interesting facts.:

- TV stations grow from 3, 5, 13, 300, 24 hour cable networks.
- Nowadays, people can freely choose from setups like Netflix or others.
- Children watch on average 45 hours of TV per week.
- This causes problems with ADHD
- By Grade 3 they have already watched 8000 violent murders.
- Their thought processes become conditioned through Rapid Sequencing TV

The brain expects high intensity input.

- Control and Domination
- Saturated with Media

c. Obtaining Contacts

It is within this chaos that we need to find an audience.

How do we get to work?

There is no question but that we have to use the platforms which people are already using. **We must make use of their expectations in order to capture their attention, and then we must keep that attention.**

Therefore, we need to use Facebook, WhatsApp, Viber, WeChat and other platforms to get our contacts, and within this impersonal milieu we need to find people whom we can draw into listening to the Gospel, and then systematically lead them away from other, dangerous platforms.

Use Relevant Recent Events.

Look at what is going on around you – be thoroughly aware of your surroundings.

Make us of the events that have already captured people's attention.

Use this in your planning and preparation and continue mentioning these things.

Here, we can bring attention to farm murders, fires, any specific event that has captured the imagination of people around you – these things are the connecting points that will help you to catch and keep their attention in the quickest way. (Remember the way of entry)

Invitations

Use social media to send out your invitations. (E-mail, Facebook, WhatsApp Broadcast lists, Instagram, Pinterest). Get someone who can create an attractive GIF or JPG. Then use this to draw peoples' attention and then ensure that they will contact you.

CHRIST
MY LIFE

9. Material (Unlocking the Secrets, Pierre Steenberg)

A. Know your Material

As presenter you need to know your material 110%. One of the most important things you can do is to study your material and know it well.

Think about it.

If you are going to write a test, you are much more confident if you have studied well.

The same applies when it comes to presentation. The better you know your material, the more confident you will be.

You must know your material to the extent that you can field any question asked regarding the material. If you cannot do that – you do not know your material well enough.

Make sure your data and content is correct.

You can ensure this by making your material available to a colleague to check for you.

When your material is ready, make sure that you know it well.

You don't have to memorise it and I do not recommend that.

Here are some suggestions to help you get to know your material:

Write down the main points and supporting points – this is important

Practise your voice notes before presenting. It will make you feel comfortable with regard to your material.

Print it out. You can use this while presenting.

Decide on the media you will use.

Record your presentation and listen to it a few times. If you know your material you will be less nervous.



B. Text

You must know how to study, how to develop a text, how to write an effective presentation.

Regarding Bible Studies – an effective presentation can be the difference between failure and success.

That is why it is important to have excellent presentation skills.

Regarding WhatsApp presentation skills, you would have to concentrate on developing good presentation skills.

WhatsApp is voice based – nobody sees you. Nobody knows how you are dressed, what kind of car you drive – you have to influence people to stay and listen you're your voice – and the information you make available. .

This is extremely important to develop good voice presentation skills. It does not mean that you have to have a perfect voice – you do however need to know how to use it effectively.

C. Presentation Skills

It is important to understand your audience if you want to do your best.

We have already mentioned that the presentation must be well prepared. Part of this preparation is to understand your audience. (Many but one – individual affair)

Firstly you must know and understand your topic and then you think about your audience, who is going to listen to you.

Your audience might include pastors, doctors, advocates.

There may be doctoral students and ordinary school children. They may be young or old, people who will know what you are talking about and others who might hear what you are talking about for the first time.

You can decide who you wish to target and you can arrange your material in such a way that it would influence the coordination of the group.



How do we keep their interest. The most important thing is that you understand their needs. Remember your younger audience prefers short bundles of information whilst your older group would accept more detailed information.

What does your audience expect from you? This is the essential question you need to answer. And you need to present what is expected. If you do not answer their expectations, you will lose your audience.

Remember you have to respect your audience's time.

We work in sound bites – short concentrated clips 2 minutes in length. The sound bites must be interesting and informative.

As an example we had to answer a question on Colossians 2:16. As you know this can be a lengthy answer and argument. We dealt with this question in 4 two minute sound bites.

And it was done effectively.

You also need to understand the mood of your audience.

You need to adapt your tone, style and even content if needed. And you need to ensure that your voice is warm and believable. .

Anticipate every possible need of your audience, know your audience and their needs and take it into consideration when working on your presentation. .

You need to get your audience's attention. This is a skill you need to develop.

An effective voice presentation is not merely good content. It is a balance of ingredients – content + tone+ mood + interest, etc. – the correct balance is needed to maintain interest.

Remember that you are presenting the gospel – do it in such a manner to continue interesting your listener.

Develop trust.

If you are Bible based and transparent with regard to text and context, you listener will develop trust and remain interested.

Remember that you listener also need to identify with the topic.

In some presentations you will need visual aids such as GIF's and other graphic elements.

In time you will develop voice skills and you will master presentation skills.

If you really want to make an impact – place yourself in their shoes. You have been in similar circumstances and you have to use these to identify with their need and show understanding thereof.

It might mean that your listener does not know the Bible. Think about how it was when you did not yet know your Bible. Simplify your notes to assist your listener.

Let us look at some examples:

If you write your presentation – think about your audience. In WhatsApp evangelism we think about individuals! You are speaking only to one person! Think about this person – how old is this person, does this person know the Bible, etc.

Would it be good to incorporate a GIF or other visual aid. Remember that everybody likes stories.

When presenting – be clear. Don't mumble.

Be aware of how far you need to hold your phone from your mouth.

Test your presentation with a friend. Record it and listen to it.

Make sure your environment is comfortable – the room where you work in will influence the quality of your voice.

Time is important. Get to your point quickly and make sure it is clear.

While doing the recording you have to check the time as well as your notes.

Ensure that your soundbite covers the idea. You do not want to split an idea or thought.

Don't allow any chatting on the group.

This is not a chat room – be firm yet loving in controlling your group.

D. Practical

Let us look at some practical implication.

Welcome questions, but ...

Be clear that questions must be sent through to you personally. It must NOT be placed on the group.

There are two reasons for this:

You must control what gets placed on the group. You cannot afford someone to hijack the group and influence the minds of all the others. It will have a very negative impact on your campaign.

You must limit outside commentary to the minimum to respect data costs of your listeners.

To ask questions is an essential part of your presentation. It also offers you the opportunity to build relationships with those you have never met before.

Be clear that questions must not be asked while a presentation is in process as it will cause attention to drift. Questions are welcome after the presentation.

Decide when reviewing the question if it would be valuable to deal with the question on the group. If it is – answer the question either before the next presentation or withhold it till you reach the correct place to answer the question.

Always acknowledge the person asking the question and thank the person. Be consistent with all who ask questions.

Always state the question clearly. The listeners will then have a clear idea what you are answering.

Your answers should be short and to the point. Make sure your answers were clear and answered satisfactorily. Allow the person to respond if the question was not answered to their satisfaction.

If you don't have an answer – say so and go and do your research. Assure the person you will answer the question.

Now let us look at some notes regarding a convincing presentation.

It is one of the most common presentation forms.

There is no doubt that this type of presentation is the one you should deliver. The convincing presentation is unique because it requires the hearer to react, in our case we want the hearer to agree with what we have presented.

Your presentation will have to include the following elements:

Define the wrong belief: the rapture – and tell them what your study will try and answer. Also mention what you will try and do – present the Biblical view on the Second Coming.

Your listener must make a decision. So you need to let them understand what you will be addressing and what you want them to understand.

After the study you need to publish the Scripture. This allows the listener to research the presentation and to discover those texts in their own Bibles.

Make sure your listener understands that if they continue with a false understanding it will jeopardise their relationship with God.

Always summarise what you presented.

Make a call. You need to call your listener to make a decision. Ask them to accept what you presented. Don't think it is always clear and everybody should understand it. Make sure they know what the Bible has to say on the subject.

Use short sentences. Don't be longwinded. This is important if you want to convince someone. Your premise will be understood much easier. And you will not you're your listener. They can also remember it easier.

Lastly your presentation must be well developed, logical, well written and well presented.



10 Step-By-Step Guide

A. How to Download your Application

Apple

Choose the App store icon on your phone
Select Search at the bottom of the screen
In the Search box now at the top of the screen, type in WhatsApp
Select the Whats App application by clicking on the little cloud with the downward arrow
Now click on Get
The application will now download

Android

Go to Google Play Store on your cellphone's App page
In the white Search Window key in the word WhatsApp
Select the WahtsApp application by clicking on the green icon with the blurb with the telephone in it
Click Install
The Application will now download

B. How to Use WhatsApp

Apple

Open your phone
Select the WhatsApp application
Choose the Chats option at the bottom of the screen
Choose the New Message icon top right of the screen – square with a pencil in it
Now select New Contact if you need to enter details of a new contact person
Choose from your Contact List if you want to send to someone already on your contact list
Now you can send a Message by typing your message in the Message Line
You can also select the Camera icon in the Message Line and send a photo or video which you then take.
You can also send an audi note by selecting the Microphone icon in the Message Line and then recording a voice note
Or you can select the + to the left of the Message Line and add photos or videos from your Image Library or documents that you have on your phone.

Android

Open your phone

Select the WhatsApp application (Green icon with the blurb with the handset in it)

Choose the Chats option at the top left of the screen

Select the magnifying glass icon top right of the screen

Type the person's name with whom you would like to start a conversation

Select that person from your Contact List

Now you can communicate with that person by typing a message in the Message Line at the bottom of the screen

You can also select the camera icon to the right of the Message window and send an image which you may now take and send

You may also send an audio note by selecting the Microphone icon to the right of the Camera icon and then record a voice note while keeping your finger on the microphone button.

You can also select the paperclip icon to the left of the Camera icon and add documents or photos from your gallery or videos or your location or another person's contact details.

C. Inviting People to WhatsApp

Apple

On the bottom bar select the Gear icon called Settings

Then select the little Heart icon – red in colour – at the bottom of the screen

Choose Message or Mail from the pop-up screen

Select the Contact from your contact list that will now be displayed

Once you have selected the Contact, choose "Send 1 Invite" on the Bottom Bar

Now send the message to invite this Contact to join WhatsApp

Android

If your contact does not appear in the Contact List – then that person is not on WhatsApp yet, and you need to invite that person by sending them an invitation to download WhatsApp

Go to the three vertical dots at the extreme top right of your screen and click on them

Select settings from the drop down window

Go to Contacts

Select Invite a Friend

Choose either messages or email to send the invite

Then choose his/her name and send

The invite to download WhatsApp will now be sent.

D. How to Send a Message

Apple

Select the WhatsApp icon on the Start-up screen
Select the Contact already displayed

OR

In case of a New Message

Select the New Message icon – Square with pencil in it – top right of the screen

Now select the contact you wish to communicate with

A screen will now open with a message bar with the cursor flicking in the bar

You can now type your message (text)

You can also click on the + to the left of the text bar to add photos, videos, documents, mark your location or add a contact if you wish

To the right of the text bar you have a camera – this allows you to take a live photo or video to send

You also have a Microphone icon. This you can press to record a voice note. It also allows you to swipe upward to keep the microphone live as long as you record.

Android

Select WhatsApp from your start up screen

Choose Chats top left of screen

Select the Contact that has now been listed.

Or

In case of a message to someone not listed within WhatsApp as yet

Select the magnifying icon – positioned top right of the screen

Now type the contact name in it whom you wish to begin a conversation with

A screen will now list all contacts who have WhatsApp

Select the person

Type your message in the Message Text Box at the bottom of the screen

You can also select the camera icon to the right of the Message window and send an image which you may now take and send

You may also send an audio note by selecting the Microphone icon to the right of the Camera icon and then record a voice note while keeping your finger on the microphone button.

You can also select the paperclip icon to the left of the Camera icon and add documents or photos from your gallery or videos or your location or another person's contact details.

E. How to start up a Broadcast List

Apple

Open the WhatsApp application

At the top of the Chat screen you will note two selection possibilities in blue – Broadcast List and Groups

Choose Broadcast List – Then New List at the bottom of the screen

To be able to set up a Broadcast List you would have to have the person listed in your Contact List of your phone and they need to have you listed in their Contact List on their phone

Your phone will now bring up your Contact List and you start by selecting contacts to add to your Broadcast List

Once you have selected the persons you wish to include you can now Name your Broadcast List. Choose Create top right of the screen to do this

You can now click in the top information bar which will open a screen where you can enter a name of your choice for the Broadcast List

You are now ready to start your broadcast.

Android

Open the WhatsApp application

At the extreme top right of the Chat screen you will see three vertical dots

Select them

You will see five possibilities in the dropdown window

Choose the New Broadcast option

Set up your Broadcast List by adding from the persons listed

You will need to choose at least two persons now

Now click on the bottom right green tick symbol

Now click on the very top where it says “2 Recipients”

Now click on the pencil symbol middle right side

Now type in the Broadcast List Title – eg Revelation of Hope

Now click on OK bottom right

Now you may proceed to add up to another 254 participants. These lists can cater for 256 participants

You click on Add Recipient

Select

Repeat till you have completed the list

You are now ready to start your first broadcast.

CHRIST
MY LIFE